



**CAREER CLUSTER**  
Business Management and  
Administration

**INSTRUCTIONAL AREA**  
Communication Skills

## **PRINCIPLES OF BUSINESS MANAGEMENT AND ADMINISTRATION EVENT**

### **PARTICIPANT INSTRUCTIONS**

#### **PROCEDURES**

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

#### **PERFORMANCE INDICATORS**

1. Explain the nature of effective verbal communications
2. Employ communication styles appropriate to target audience
3. Explain the nature of staff communication
4. Choose and use appropriate channel for workplace communication

## INTERVIEW SITUATION

You are to assume the role of a **Candidate for an Internship in the Human Resource Department** for **ABC Corporation**, a local manufacturing company with over 200 full time employees. Approximately 50% of the employees are Millennials (born in early 1980's – 2000) with the other 50% being a combination of generation X (born in 1960 – early 1980's) and baby boomers (born prior to 1960). You have submitted your resume and have been invited for a personal interview with the Human Resource Manager (judge). This interview will be used to measure your knowledge and understanding of a variety of aspects dealing with workplace communication. The Human Resource Manager (judge) wants to focus the interview on the topic of disengaged employees and shared the following information with you:

- Gallop's 2013 report on employee engagement implies that disengaged workers are holding back the economy.
- Statistics show that 70% of workers are disengaged in their work.
- The problem is a two way street, employees work just hard enough not to be fired and companies pay just enough money that employees don't quit.
- ABC Corporation has looked beyond the paycheck to identify what each party needs at a higher level. Besides the paycheck, employees are looking for peer recognition, self-expression, a stimulating career path, personal growth, and a sense of community. For the company to thrive it needs its employees to offer their creativity, optimistic attitudes, a strong work ethic, and belief in the mission of the business.
- ABC Corporation has developed a new strategic plan to engage their employees

The next step in the process is to communicate this plan to the management and employees of the company. In your interview the Human Resource Manager (judge) is looking forward to hearing your thoughts regarding the importance of staff communications whether verbal or via some other channel/format. Following your explanation, the Human Resource Manager (judge) will ask you to respond to additional questions. The interview will take place in the Human Resource Manager's (judge's) office. The Human Resource Manager (judge) will begin the interview by greeting you and asking to hear your explanation regarding communicating the new strategic plan in the business. After you have provided your explanation and have answered the Human Resource Manager's (judge's) questions, the Human Resource Manager (judge) will conclude the interview by thanking you for your presentation.

## **JUDGE'S INSTRUCTIONS**

### **DIRECTIONS, PROCEDURES AND JUDGE'S ROLE**

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. Performance Indicators
3. Interview Situation
4. Judge Situation Characterization  
Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form  
Please use a critical and consistent eye in rating each participant.

### **JUDGE SITUATION CHARACTERIZATION**

You (judge) are to assume the role of the human resource manager for ABC Corporation, a local manufacturing company with over 200 full time employees. Approximately 50% of the employees are Millennials (born in early 1980's – 2000) with the other 50% being a combination of generation X (born in 1960 – early 1980's) and baby boomers (born prior to 1960). The candidate (student) has submitted his/her resume and you have invited him/her for a personal interview. This interview will be used to measure the candidate's (student's) knowledge and understanding of a variety of aspects dealing with workplace communication. You shared with the candidate that you want to focus the interview on the topic of disengaged employees and shared the following information with them:

- Gallop's 2013 report on employee engagement implies that disengaged workers are holding back the economy.
- Statistics show that 70% of workers are disengaged in their work.
- The problem is a two way street, employees work just hard enough not to be fired and companies pay just enough money that employees don't quit.
- ABC Corporation has looked beyond the paycheck to identify what each party needs at a higher level. Besides the paycheck, employees are looking for peer recognition, self-expression, a stimulating career path, personal growth, and a sense of community. For the

company to thrive it needs its employees to offer their creativity, optimistic attitudes, a strong work ethic, and belief in the mission of the business.

- ABC Corporation has developed a new strategic plan to engage their employees

The next step in the process is to communicate this plan to the management and employees of the company. You informed the candidate (student) that you are looking forward to hearing their thoughts regarding the importance of staff communications whether verbal or via some other channel/format. Following their explanation, you (judge) will ask the candidate (student) to respond to additional questions. The interview will take place in your office. You (judge) will begin the interview by greeting the candidate (student) and asking to hear their explanation regarding communicating the new strategic plan in the business.

Following the candidate's (participant) explanation, you are to ask the following questions of each participant:

1. Why might it be important to use different methods to communicate this plan to our different age groups of employees?
  - a. *Possible Solutions: Baby boomers typically are not as tech savvy as the millennials or generation X. Some people are more visual than others, so a written communication works better for them. Multiple formats are a plus for everyone no matter which generation they are in.*
2. What do you believe is the best channel of communication to use to reach our audience?
  - a. *Potential Solutions:*
    - *Staff meeting where everyone hears the same thing*
    - *E-mail message sent to all employees*
    - *Posting in the employee lounge*
    - *Department meetings*
3. How will we know that all 200 of our employees have received the communication?
  - a. *Potential Solutions:*
    - *Employee sign offs*
    - *Doing a follow up survey*

After they have provided their explanation and have answered your (judge's) questions, you (judge) will conclude the interview by thanking them for their presentation

## JUDGE'S EVALUATION INSTRUCTIONS

### Evaluation Form Information

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators being demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

### Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event chairperson and the other judges to ensure complete and common understanding for judging consistency.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 <sup>th</sup> percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 <sup>th</sup> percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 <sup>th</sup> percentile of business personnel performing this performance indicator.



**PRINCIPLES OF BUSINESS MANAGEMENT  
AND ADMINISTRATION, 2016**

Participant: \_\_\_\_\_

I.D. Number: \_\_\_\_\_

**JUDGE'S EVALUATION FORM  
DISTRICT EVENT**

**INSTRUCTIONAL AREA: COMMUNICATION SKILLS**

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature of effective verbal communications	0-1-2-3-4-5-6	7-8-9-10-11	12-13-14-15-16	17-18-19-20	
2.	Employ communication styles appropriate to target audience	0-1-2-3-4-5-6	7-8-9-10-11	12-13-14-15-16	17-18-19-20	
3.	Explain the nature of staff communication	0-1-2-3-4-5-6	7-8-9-10-11	12-13-14-15-16	17-18-19-20	
4.	Choose and use appropriate channel for workplace communication	0-1-2-3-4-5-6	7-8-9-10-11	12-13-14-15-16	17-18-19-20	
5.	Overall impression and responses to the judge's questions	0-1-2-3-4-5-6	7-8-9-10-11	12-13-14-15-16	17-18-19-20	
<b>TOTAL SCORE</b>						